

BIRMINGHAM BRANCH AMERICAN ASSOCIATION OF UNIVERSITY WOMEN

STRATEGIC PLAN

AAUW MISSION STATEMENT

AAUW advances equity for women and girls through advocacy, philanthropy, education and research.

AAUW VISION

AAUW will be a powerful advocate and visible leader in equity and education through research, philanthropy, and measurable change in critical areas impacting the lives of women and girls.

BIRMINGHAM BRANCH VISION

The Birmingham Branch will be a highly visible, diverse organization, recognized especially for its commitment to equity for women and girls, to lifelong learning and to the improvement of public education.

STRATEGIES

The Birmingham Branch will initiate and support projects that enable women and girls to reach their full potential by working in partnership with the AAUW Birmingham Branch Foundation, Inc. to:

1. Initiate, maintain, and cooperate with existing programs to improve the opportunities for education, equity and lifelong learning for women and girls.
 - a) Offer EXPLORATHON, a hands-on workshop for middle and high school girls, to encourage them to pursue careers in science, technology, engineering and mathematics.
 - b) Monitor public education in the local districts and in the state. Offer scholarships to local high school seniors.
 - c) Offer scholarships to students at local community colleges and universities when possible.
 - d) Offer books to schools, libraries and other agencies at no cost from our Used Book Sale and/or from funding by patrons and friends.

- e) Advocate for disadvantaged women to help advance their education and economic status.
2. Support financially the national programs of the AAUW Funds, including the Legal Advocacy Fund (LAF), through the AAUW Birmingham Branch Foundation, Inc.
 3. Educate the membership on public policies affecting women and girls.
 - a) Use branch meetings, newsletter and website to keep membership up-to-date on issues affecting women and girls.
 - b) Communicate *Action Alert* and *Washington Update* information to members.
 - c) Encourage members to contact government officials on behalf of women's issues.
 - d) Facilitate action by providing materials at branch meetings and to study groups.
 - e) Work toward achieving women's full participation and representation in government.
 4. Become a visible organization in the community as an advocate for women and girls.
 - a) Provide media with information on AAUW activities.
 - b) Network with other organizations, especially professional women's groups.
 - c) Develop a working relationship with other branches of AAUW.
 - d) Encourage members to send letters to local newspapers in support of our Mission.
 5. Increase our membership and its diversity. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability or class.
 - a) Distribute the branch brochures and calendars to community groups, libraries, and other public places.
 - b) Encourage dual meetings with groups committed to diversity.

- c) Use membership meetings to highlight accomplishments of the branch and AAUW as an organization.
- d) Encourage and fund area students to participate in community-sponsored diversity programs.
- e) Investigate opportunities to promote student memberships as well as student affiliate groups.
- f) Promote the benefits of AAUW membership to post secondary graduating women.
- g) Increase branch membership by devising a strategy to recruit associate or equivalent degree holders and members-at-large.

6. Provide methods for achieving the Branch Vision.

- a) Expand our knowledge and use of technology.
- b) Encourage and financially support attendance at national, state and district meetings.
- c) Provide mentoring for new officers/board members and new members.
- d) Keep job descriptions up to date.
- e) Review strategic plan/goals/budget procedures annually.
- f) Compare and contrast the goals from other branches of similar size to Birmingham.
- g) Encourage members to take responsibility within the branch organization.
- h) Encourage and recognize members with special expertise to continue speaking publicly, volunteering their services within the community, and providing feedback to the board.
- i) Review AAUW practices, procedures and terminology for our members.
- j) Maintain the branch's financial stability and growth.

7. Provide programs and study/interest groups for our members.
 - a) Offer informational, motivational and educational programs.
 - b) Continue to develop a range of study groups to offer lifelong learning opportunities to our members and to attract new members.
 - c) Continue to offer programs for members concerning areas of AAUW mission and policy.
 - d) Offer encouragement and support to facilitate new member participation in branch activities.
 - e) Provide handicap-accessible meeting places.
 - f) Recruit members as speakers for programs.
 - g) Create opportunities for working members to attend meetings.
 - h) Investigate alternatives to luncheon meetings for the future.
 - i) Encourage and train the board and members to take advantage of the AAUW website.

Amended by the Strategic Plan Review Committee:

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